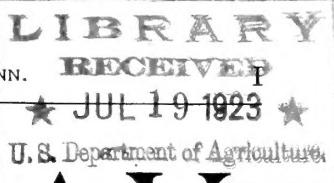


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NORTHRUP, KING & CO., SEEDSMEN, MINNEAPOLIS, MINN.



Northrup, King & Co.'s

PEEP O' DAY.



A point of merit in our Peep o' Day Corn is the SIZE OF THE COB. It is delicate and dainty, just right to handle at the table. Ladies who relish sweet corn will no longer be obliged to hide their lovely features behind a great unwieldy cob of corn while securing the succulent kernels

The Sensationally Early
New Sweet Corn

Ten Days to Two Weeks

EARLIER

than any other sort.

And the SWEETEST of all Sweet Corn.

\$265.00 IN CASH PRIZES
SEE THE FOLLOWING PAGES



HAT product of the garden is so eagerly awaited as the first Sweet Corn of the season?—Not the tasteless, discouraged premature corn shipped from long distances, worthless when picked and unfit for human food when it arrives, but the real, tender, juicy SWEET corn, ready for use before the summer has really commenced. Such a sweet corn is Northrup, King & Co.'s.

PEEP O' DAY.

The two points of this remarkable corn to which we wish to call most particular attention, are its extraordinary **earliness** and **unparalleled sweetness**; surpassing in these particulars *any other known variety* early or late.

So marked is its **sweetness** and **delicacy of flavor**, that many of our customers who have been in the habit of planting several varieties to secure a succession, now plant **PEEP O' DAY** exclusively, arranging the plantings a few days apart so as to have this delicious corn throughout the entire season.

Another point of great importance is the **wonderful productiveness** of **PEEP O' DAY**.

The early varieties of sweet corn do not as a rule yield as heavily as the late sorts, but **Peep o' Day** not only **surpasses** in this particular **all other early varieties**, but all **late** varieties as well; in fact our crops of **Peep o' Day** have given us for three successive years almost **double the yield per acre** of any other variety we have grown, **early or late**.

Incredible as this may seem, it is readily accounted for by the fact that the stalks bear from **two to five ears each** and the growth being dwarf—about 4 feet—admits of very close planting.

BOYS

Here is a chance to *make money*. Get an acre or half acre or vacant lot and convert it into a "sweet corn farm". You will be surprised to find how many people in every neighborhood of every town and city are *really hungry* for good sweet corn and how gladly they will buy it from you. It is not an unusual thing to take **several hundred dollars** from an acre of sweet corn. Canvass your neighborhood, let people

know you are going to be in the sweet corn business and can furnish freshly picked, early sweet corn, that is **really sweet**. When once people eat **Peep o' Day** corn they always want more and your greatest difficulty will be to fill your orders.

Try for the \$265.00 cash prizes. → See next page

Two Hundred and Sixty-five Dollars in Cash.

For the largest returns from
N. K. & Co.'s Peep o' Day Sweet Corn.

We will pay \$200.00 in five cash prizes for the largest amount of money received by our customers from one-fourth acre or over of PEEP O' DAY Sweet Corn as follows:

- \$100.00 for the largest amount of money.
- 50.00 for the second largest amount of money.
- 25.00 for the third largest amount of money.
- 15.00 for the fourth largest amount of money.
- 10.00 for the fifth largest amount of money.

We will pay \$50.00 in three cash prizes for the largest money returns from less than one-fourth acre of PEEP O' DAY Sweet Corn as follows:

- \$25.00 for the largest cash returns.
- 15.00 for the second largest cash returns.
- 10.00 for the third largest cash returns.

We offer prizes for one-fourth acre lots or over and one-fourth acre lots or less for the following reasons:

- 1st. Greater judgment, care and executive ability is required to plant, cultivate and market the produce from a comparatively large area of land than from a small area.
- 2nd. We want our offer to be attractive and to be taken advantage of, not only by market gardeners, farmers and townspeople generally, but by boys and girls, and we have tried to make the offer so elastic that the boy or girl who plants only a few square feet, is on the same basis as a gardener or farmer who plants ten to twenty acres.

WE WANT TO SEE WHAT THE BOYS AND GIRLS CAN DO.

From each one of the successful prize winners, we will expect an essay of about six hundred words describing the method of planting, culture and marketing which proved successful with him; also how he thinks better results might be secured if he were to again engage in a similar competition. The idea being that one can nearly always improve on the first experiment.

**FOR THE BEST OF THESE ESSAYS WE WILL SEND OUR CHECK FOR \$10.00.
FOR THE SECOND BEST ESSAY OUR CHECK FOR \$5.00.**

Conditions of Cash Prize Contest:

Please note carefully the conditions which will govern the award of prizes.

- 1st. The awards will be based on the returns *per square foot* of corn planted.
- 2nd. The seed must have been purchased from us in 1904.
- 3rd. The package in which the seed was originally purchased must be returned by mail with the statement of sales.
- 4th. The report must show the number of square feet planted and must state the number of ears of corn sold, and the average price received *per dozen ears*.
- 5th. The reliability and good standing of those competing for prizes must be certified to by at least two citizens, who must be either the postmaster of the town, a merchant, a school teacher or minister of any church, who live in the same town and who personally know and can recommend the competitor.
- 6th. The competition will close November 15th, 1904 and all reports must be in our hands by that date.
- 7th. The award will be made by three disinterested and reliable judges to be appointed later.
- 8th. No person in our employ or in any way connected with us will be allowed to compete.

A SUGGESTION. By planting radishes, lettuce and other quick growing vegetables between the rows just after planting the corn, an additional revenue may be derived. While contestants are of course, at perfect liberty to do this, it must be borne in mind that our prizes are for money received from Peep o' Day Sweet Corn alone. We want to know how much money per square foot, Peep o' Day corn can earn.

Our checks will be mailed to the successful contestants promptly on receipt of the report of the committee.

ONE WORD MORE TO THE BOYS.

We want to again urge the boys to give the matter of a "**Neighborhood Sweet Corn Farm**", careful thought. We know of no way in which boys can so readily earn a comparatively large amount of money, as by the plan we propose and one great beauty of it is, you are doing it in an *independent way*. You are not working for any one; you are in business for yourself and engaged in an employment which Socrates called "Most worthy of the application of man, most suitable to his nature and a source of health, strength, plenty and riches."

NOW JUST A FEW HINTS. Prepare your ground thoroughly, work it over and over again until it is perfectly mellow and entirely free from weeds. You can hardly put too much labor in the work of preparation. It will count later, depend upon it. It is not safe to plant corn until danger of frost is past, but as the earliest corn almost always brings much the highest price it pays to take a risk and if it does get through, you will be rewarded. Should Jack Frost get it you can quickly replant and in ordering seed you should get enough to cover this emergency. If your plan is to supply the demand throughout the season, do not plant all your land at once. Make your plantings a week or ten days apart over a period say of six weeks. After the corn is up keep the ground well stirred and absolutely free from weeds.

A WORD ABOUT MARKETING. Secure your customers in advance and in your own neighborhood as far as possible. Tell them what you are doing and that your corn is not only early, but sweet. Go around each morning for your orders, ascertain how much each customer wants and at what time; pick just before that time as the corn is so much better when fresh; examine every ear to see that it is of fit size for eating, deliver promptly and keep strict account of your receipts and expenses. Then, after the season is over send us a report of what you have accomplished.

SWEET CORN WITHOUT SWEETNESS IS LIKE A SWEET POTATO WITHOUT THE SWEET.

Peep o' Day Sweet Corn Is SWEET.

Below are Expressions from a Few of the Many who have Tried and Praised Our PEEP O' DAY SWEET CORN.

"First and Sweetest."

"The first variety. **Peep o' Day** was in roasting ears in six weeks and is the sweetest yet tried."

IOWA EXPERIMENT STATION.

"Earliest, Sweetest, Most Prolific."

Peep o' Day Sweet Corn is the earliest, sweetest and most prolific sweet corn ever raised."

GEORGE M. BELL, Marietta, Minn.

"Two Crops a Year."

The **Peep o' Day** Sweet Corn I had from you last spring gave me corn fit for the table June 25th. From this I saved the seed and raised a second crop and saved seed from the second crop for next year's planting."

J. W. GRAY, Trempealeau, Wis.

"Assiniboina Wants It."

Peep o' Day Sweet Corn seems especially adapted to the far Northwest. I never had any success with sweet corn until I got your **Peep o' Day**."

GEORGE S. NEISON, Foxleigh, Assiniboina, Canada.

"Shall Always Grow It."

"Your **Peep o' Day** Sweet Corn was the only sweet corn that became marketable until late in the season in this neighborhood. I shall always grow it as the earliest sweet corn."

EUGENE A. ARNOLD, La Prairie, Minn.

"Three Weeks Earliest."

Peep o' Day Sweet Corn gave us great satisfaction. It was prolific and ready for use three weeks before any other corn in this neighborhood. I have dealt with your firm for about twenty years and never had any seeds from you that would not grow."

JAMES E. DEAN, Graceville, Minn.

"Preferred to All."

"I am more than pleased with the **Peep o' Day** Sweet Corn and prefer it to all other varieties I have used heretofore."

W. I. RUSSELL, Oakland, N. D.

"Very Valuable."

"I find your **Peep o' Day** Sweet Corn is unexcelled for earliness and sweetness. It is very prolific, producing from three to five ears to the stalk making it very valuable."

E. W. HOPKINS, Orange, Wis.

"Was Actually Sweet."

Peep o' Day Sweet Corn which I received from you in 1903 proved to be all that the name implies. It was not only much earlier than any other variety in my locality, but was actually sweet corn. I shall want more in 1904."

P. H. RUE, Franklin, Ohio.

"Earliest and Best."

Peep o' Day Sweet Corn was the earliest and best I had this year. Your seeds gave perfect satisfaction."

BEN C. BREWER, Freeport, Me.

"Unequalled."

"I was somewhat skeptical about **Peep o' Day** Corn, but it proved to be the best we ever had. The ears were just the right size, the stalks were short and thin and for sweetness and tenderness, I fail to see how it can be surpassed or equalled. Our neighbors are desirous of getting some of this seed so I will furnish them with your name and address."

H. G. WORMSLEY, Pittsburg, Pa.

"The Only Variety."

"I have planted your **Peep o' Day** Sweet Corn for two years and believe it to be the only variety that can be raised here successfully at present."

O. S. HALL, Flaxton, N. D.

"Finer and Earlier."

"Your **Peep o' Day** Sweet Corn is all you recommend it to be. Finer and earlier than any corn we ever had."

CLARA COPP, Lavina, Mont.

"Matured Earliest."

Peep o' Day Sweet Corn was entirely satisfactory. It matured earlier than any other kind I have ever received."

W. E. DAMMEN, Neversink, N. Y.

"Earliest by Two Weeks."

Peep o' Day Sweet Corn was ahead of my expectations; would not be without it. I planted it late but had plenty of corn two weeks ahead of my neighbors."

ROBERT SENECCA, Hayre de Grace, Md.

"Marvelous."

"**Peep o' Day** Sweet Corn is a marvelous sweet corn owing to the numerous ears it bears."

JOHN E. FRAME, Backus, Minn.

"It Was Finest."

"**Peep o' Day** Sweet Corn did first rate. The finest corn we ever used."

FRANK FRIDE, Baker, Minn.

"Fine."

"**Peep o' Day** Sweet Corn very early and fine flavor."

A. M. ENGLEBERG, Kenmare, N. D.

"Two Weeks Earliest. Very Sweet."

"The seed purchased of you last spring gave good satisfaction in every respect, especially your **Peep o' Day** Sweet Corn which was ready for the table two weeks before any of our neighbors who planted other varieties. It proved to be very sweet and the ears are of very nice size for table use."

E. K. TURNER, Montevideo, Minn.

"All Right."

"**Peep o' Day** Sweet Corn is all right, being very early and a good yielder and of fine flavor."

E. A. PHELPS, Villard, Minn.

"All You Claim."

"**Peep o' Day** Sweet Corn is all right and all you claim for it. I planted the **Peep o' Day** and Cory at the same time. **Peep o' Day** was ten days earlier and lasted well for an early corn. Have used your seeds for six years and have always found them satisfactory in every respect."

L. P. FISH, Clotho, Minn.

"We Want More."

"Have grown **Peep o' Day** Sweet Corn from your seed for three years and find it much earlier than any other varieties. We want more next spring."

MRS. G. W. KING, Solomon, Kans.

"A Big Cropper."

"**Peep o' Day** Sweet Corn is the earliest and best I have tasted and a big cropper. I raised seven good size ears from one stalk."

J. V. WEIGEL, Hartford, Wis.

"Far Ahead."

"**Peep o' Day** far ahead in earliness and quality I have ever grown. I have recommended it to my friends."

JOSEPH L. BAILEY, Pine Ironworks, Pa.

The "Only One."

"We live in a high dry climate on a dry ranch. Can say the seeds obtained from you grow better than anything we have ever tried. Our summers are very short and hot and **Peep o' Day** Sweet Corn is the first corn we have ever been able to raise on account of the short seasons. All other kinds frost kill. Your other seeds did wonderfully, I have nothing but the highest praise for them all."

W. P. ELLSWORTH, Soldier, Idaho.

"Ahead."

"**Peep o' Day** Sweet Corn purchased of you last spring was planted four days later than a very highly recommended extra early sweet corn, but we were using it up to twelve days before the other was large enough to use."

W. H. CLAPP, Independence, Kan.

"It Fills the Bill."

"**Peep o' Day** Sweet Corn fills the bill perfectly."

H. S. SEDWICK, Naperville, Ill.

"A Cracker Jack."

"**Peep o' Day** Sweet Corn is a cracker-jack."

AMOS STONER, Dalton, Ohio.

"Seed is Cheap at Any Price."

"**Peep o' Day** Sweet Corn is the finest early corn I have ever grown. It is rich and sweet and gave me splendid satisfaction both at home and in the market. The seed is cheap at almost any price."

DUDLEY STATS, Market Gardener, Milbank, S. D.

"It is the Best."

"**Peep o' Day** Sweet Corn is the earliest and best of any I have ever tried. It is earlier and sweeter than the Cory."

D. A. SEAMAN, Horr, Mont.

"Wonderful."

"Your **Peep o' Day** Sweet Corn is wonderful. I cannot say too much about it in its praise. It exceeds by far anything I have ever known as to earliness, quality and production."

F. H. MAXWELL, Inskster, N. D.

NORTHRUP, KING & CO'S "PEEP OF DAY" SWEET CORN

TEN DAYS EARLIER THAN
ANY OTHER



NO WONDER THESE PEOPLE LOOK HAPPY!
They are sure of the FIRST SWEET CORN OF THE SEASON.

EVERY MARKET GARDENER

should plant **PEEP O' DAY**. It is a great money maker on account of its earliness, sweetness and productiveness. When other corn is a drug on the market, **PEEP O' DAY** sells at good prices because of **QUALITY**.

TRY FOR A CASH PRIZE.

EVERY PRIVATE GARDENER

should have **PEEP O' DAY**. A 20 cent package will plant 50 to 60 hills and the only regret you will have, is that you did not plant more. A good thing to do is to make a planting every few days and then have **PEEP O' DAY** on your table throughout the entire season.

TRY FOR A CASH PRIZE.

CULTURE.

The stalks of Peep o' Day corn grow from $3\frac{1}{2}$ to $4\frac{1}{2}$ feet high and bear from two to five ears each. The stalks have light foliage and being small, may stand very close together. The seed may be planted either in hills or in rows. If the former, plant six or seven kernels in a hill, thinning out later so as to leave four plants to each hill. If in rows and not in hills, drop the seed from six to eight inches apart (according to the soil) and if planted early, cover about one inch deep. Seed planted later should be put in deeper, according to the amount of moisture in the soil. The rows may be just far enough apart to admit of cultivation.

Eight to ten quarts of seed will plant an acre.

Prepare the land **thoroughly**; make it deep and mellow. For early corn, plant just as soon as danger of early frost is over, bearing in mind, however, that it is sometimes well to take a risk in early planting as the earliest corn almost always commands the highest prices.

PRICE.

Large packet containing 300 seeds, (sufficient to plant 50 to 60 hills) **20 cents**; Pint, **50 cents**; Quart, **85 cents** by mail post paid to any address. If by Express or Freight at purchaser's expense: Pint, **45 cents**; Quart, **75 cents**; 2 Quarts, **\$1.25**; Peck, **\$3.00**; One-half Bushel, **\$5.00**; Bushel, **\$8.50**. Bags free.

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26, 28, 30 AND 32 HENNEPIN AVE.

REGISTERED CABLE ADDRESS
"NORTHRUP, MINNEAPOLIS."CODES AMERICAN SEED TRADE ASSOCIATION
A.B.C. FOURTH EDITION

NORTHRUP, KING & CO.

GROWERS OF
GARDEN AND FIELD SEEDS.RECLEANERS OF
GRASS AND CLOVER SEEDS.IMPORTERS OF
FLOWER SEEDS AND BULBS.IT IS INTENDED THAT OUR
"STERLING"
BRANDS OF SEEDS SHALL
INVARIABLY REPRESENT THE
BEST QUALITIES OBTAINABLE.*Minneapolis, Minn.*

Oct. 24th 1904.

Peep O'Day - Sweet Corn.

We enclose herewith descriptive circular of Peep o'Day Sweet Corn, taken from our 1904 catalogue and bespeak a perusal of same. This has been the greatest novelty and the largest seller we have ever had and we propose advertising it even more extensively next season than last. Our claims have been fully verified both as regards earliness and sweetness and we unhesitatingly recommend it to you.

In order to guard against substitution, our Peep o'Day Sweet Corn will be sold by us during the season of 1905 in **sealed packages only** and in the following sizes, to-wit:

PACKETS, PINTS AND QUARTS.

The packets will retail at 15cts postpaid and will contain 300 seeds (sufficient for 60 hills.) Pints will be put up in cartons and packed in cases containing one bushel- 64 pints. The retail price of pints will be 25 cents postpaid. Quarts will be put up in cartons and packed in cases containing one bushel- 32 quarts. The retail price of quarts will be 40cts postpaid. On each package will be printed full cultural directions. Our address will not appear on the packages sold to catalogue trade.

DISCOUNTS TO TRADE.

PACKETS:

List price 15 cents each.

In lots of less than 100	50 percent discount
100 to 300 packets	55 " "
300 to 600 packets	60 " "
600 packets and upwards	65 " "

PINTS:

List price 25 cents per pint, 64 pints in a case

1 to 5 case lots	50 percent discount
5 to 10 case lots	55 " "
10 case lots and upwards	60 " "
In less than one case lots	33½ " "

QUARTS:

List price 40 cents per quart, 32 quarts in a case.

1 to 5 case lots	50 percent discount
5 to 10 case lots	55 " "
10 case lots and upwards	60 " "
In less than case lots	33½ " "

Our Peep o'Day Sweet Corn will be packed only in the three sizes above named and will not be sold in bulk.

Should you decide to catalogue it, we shall appreciate being favored with your order.

Yours very truly,

NORTHRUP, KING & CO.

